

# College Area BID News



Business Improvement District



Volume 13, Issue 8

CELEBRATING 12 YEARS OF GROWTH IN THE COLLEGE AREA

August 2010

## Announcing the BOO! Parade & Carnival Saturday, October 23rd, 2010

The 2010 Boulevard BOO! Parade & Carnival is already underway. The committee meets monthly to review the planning process for this year. We are currently accepting applicants for participation as parade entrees, volunteers, and carnival vendors. Applications for both parade participants and carnival vendors can be found on the BOO! website: [www.booparade.com](http://www.booparade.com)

**Saturday, October 23rd from 10:00 AM to 5:00 PM** Sponsored by Blessed Sacrament Parish School, presented by the Campus Plaza Shopping Center and Best Western Lamplighter Inn. This **FREE** event is action-packed with a parade, carnival games and rides, live entertainment, tasty treats and costume contests. As one of our Business Members, we encourage you to participate as a carnival vendor! This is your chance to display your wares to people from all around San Diego who come to

the College Area every Halloween to see this great event.

This year's parade will need a lot of volunteers to help out the day of the event. The parade takes about 175 volunteers to efficiently run. If you'd like a more in-depth experience with the parade, contact the BID Office to find out how else you can help (619) 582-1093. Don't forget, everyone who volunteers for the parade gets a free **BOO! T-Shirt!**

The BOO! Parade is from 10:00 AM to 11AM, followed by the BOO! Carnival located around the corner at Clay Park from 11AM to 5PM. Come join the fun! For more information please visit [www.booparade.com](http://www.booparade.com) or call 619.582.1093.



### Inside this issue:

Summer Music in the Park	2
California Kebab	2
SCORE Workshop Locations	3
August Local Meeting Schedule	3
Board of Directors	4
Pita Pit Under New Ownership	4
GR Catering New Location	4
Public Right of Way Program	5
Partnership with Mission Times Courier	6

## Summer Business Mixer Recap

The BIDs Country Western Backyard BBQ Mixer welcomed business owners, community members and the sunny summer weather. It was the perfect day for an outdoor BBQ. With all the essential BBQ foods and country music twanging in the background the tone was set for the Country Western Mixer.

It was the first family friendly Mixer in which attendees could bring their younger aged children. With bubbles, a tent that misted water, tours of the historical police museum and card/board games every member of the family could be entertained.

Special thanks to the San Diego Historical Police Museum for their joint effort in hosting the event and to Effin's Pub and Grill for donating beverages. Also, thank you to the Egyptian Tea Room for surprising the Staff and volunteers with refreshing blended chai tea as they cleaned up the event.

It's encouraging to see our community, businesses, and neighbors come together. We look forward to the Fall Business Mixer to be announced in the coming months.



# Rolando Community Council to host "Summer Music in the Park"

The Rolando Community Council (RCC) is looking forward to three free musical programs in Rolando; one "imported" and two "home-grown."

On Tuesday, August 24<sup>th</sup>, the San Diego Symphony is coming to the College-Rolando Library. A string quartet will perform a program especially designed for families, so gather your children and grandkids, friends and neighbors and come to the library, 6600 Montezuma Rd at 2:00 pm.

For the past two summers, Rolandians have enjoyed the BID Sunset Summer Concerts in the Park. Sadly, that event will not occur this summer. The Rolando Community Council (RCC) is therefore experimenting with two local "no-frills" neighborhood picnic/concert events of their own. RCC saw how much the BID Sunset Summer Con-

certs brought to the neighborhood, and wanted to see if there was a way to continue the tradition.

The first **Summer Music in the Park** will occur on **Saturday August 21<sup>st</sup>** at Clay Park from 5:00 pm to 7:00 pm. Rolando neighbor and elementary school teacher, William Patterson, is organizing a musical presentation that will include a father-son drum team, Brazilian jazz, modern folk, spoken word, and original poetry by young students. Bring your chairs, blanket, a picnic lunch and relax with family, friends and neighbors in the park.

For their second Summer Music gathering, neighbor and SDSU professor Richard Burkett is bringing his bluegrass band, **Gone Tomorrow**, to Clay Park on **Saturday, August 28<sup>th</sup>** from 5:00 pm to 6:30 pm. Richard has gathered five of the best acoustic

musicians in San Diego for his band. They enjoy playing an eclectic blend of music that ranges from old time Appalachian fiddle tunes, to the banjo-driven bluegrass music of Bill Monroe and the Stanley Brothers, and on to Texas swing tunes and more. You can preview their music on their website: [gonetomorrowbluegrass.com](http://gonetomorrowbluegrass.com)

The Rolando Community Council would like to thank musicians who are generously donating their talents for the neighborhoods enjoyment.



## California Kebab

**5157 College Ave.** The concept of California Kebab originated on the eastern shore of Australia where a young JC Hill couldn't understand why the late night meal he had eaten throughout Australia was not available to him back home in San Diego. At that moment, he knew what his calling would be upon his return to the States. He would open a kebab shop; not just for late night cravings but also to provide a health conscious menu that was oriented to people who care about the quality of food they put in



their bodies.

Teaming up with college friends Alex Pierson and Chef Will Harris, the three created their vision of the ultimate fast casual restaurant: simple and healthy farm-to-table offerings in a fast, creative atmosphere. Even though it is not a fine dining establishment the restaurant has the same gourmet quality in a fast casual environment at a fraction of the price.

J.C., Alex, and Will chose to open Cali Kebab in the College Area because they believed their concept would be a hit with undergraduate students, grad students, and faculty. It turns out that some of their biggest regulars are local residents who are surprised with the quality and freshness of their food from a



small, off the map restaurant.

At California Kebab they strive to serve their guests quickly and prepare high quality food that is both healthy and delicious. They focus on providing fresh produce and quality meats in creative recipes and unique flavor pairings, and have recently been focusing on bringing monthly and seasonal specials to the menu.

(Continued on Page 5)

# August

Sun Mon Tue Wed Thu Fri Sat

1 2 3 4 5 6 7

8 9 10 11 12 13 14

*8am-  
PROW  
Workshop*

15 16 17 18 19 20 21

*12pm- BID  
Board Mtg.*

22 23 24 25 26 27 28

29 30 31

## SCORE Workshop Locations

PLNU Mission Valley: Pt. Loma Nazarene Univ.  
Mission Valley Campus  
4007 Camino del Rio South  
San Diego

SCORE Entrepreneur Center  
SCORE/SBA  
550 West C St., Suite 550  
San Diego

For additional information,  
please see the SCORE Web  
site: [www.score-sandiego.org](http://www.score-sandiego.org)  
or call SCORE at (619) 557-  
7272.

## Calendar of Events

### College Area BID Events

- August 12th; 8:30am PROW and Signage Workshop @ College Area BID office (4704 College Ave.)
- August 18th; 12pm—1:30pm Board Meeting @ College Area BID office

### SCORE Workshops (and locations)

- Aug 6 – 9:30AM; Tax Considerations for Small Business (SCORE)
- Aug 9 – 5:30PM; CA Sales & Use Tax Basics (SCORE)
- Aug 11 – 9AM; Business Plan 101 – Competitive Advantage (PLNU)
- Aug 12 – 9AM; Internet Marketing 301 (Pay-Per-Click) (PLNU)
- Aug 13 – 9AM; Legal Issues – Organizational Structure (SCORE)
- Aug 14 – 9AM; QuickBooks Basic (PLNU)
- Aug 16 – 9AM; Customer Service – The Key to Success (SCORE)
- Aug 18 – 9AM; Internet Marketing 302 (Email Strategy) (PLNU)
- Aug 21 – 9AM; Costing, Pricing, Break-Even Analysis (PLNU)
- Aug 23 – 9:30AM; Financial Statements (SCORE)
- Aug 24 – 9AM; Internet Marketing 303 (Social Media) (PLNU)
- Aug 25 – 9AM; Business Plan 201: How to Write a Business Plan (PLNU)
- Aug 26 – 9AM; Effective Marketing (PLNU)
- Aug 27 – 9AM; Internet Marketing 304 (LinkedIn) (PLNU)
- Aug 28 – 9AM; How to Start & Manage Your Own Business (PLNU)
- Aug 31 – 9AM; Import/Export (PLNU)

## August Local Meeting Schedule

August 4th	BID Business Development Committee Meeting—12pm BID Office (4704 College Ave)
August 6th	Boulevard BOO! Parade & Carnival Mtg.— 8am BID Office (4704 College Ave)
August 9th	BID Executive Committee Meeting— 12pm BID Office (4704 College Ave)
August 10th	Eastern Area Communities Planning Committee— 7pm, Holy Spirit Church (2725 55th St.)
August 11th	EMAD Committee Meeting—12pm BID Office (4704 College Ave.)
August 11th	CACC Meeting—7pm, College/Rolando Branch Library
August 13th	BID Marketing Committee Meeting — 12pm BID Office (4704 College Ave)
August 17th	Rolando Community Council—7pm, 4855 Seminole Dr.
August 18th	BID Board of Director's Meeting—12pm - 2:30pm, BID Office (4704 College Ave)
August 19th	El Cerrito Community Council. —7pm Blessed Sacrament Parish Hall
August 26th	Crossroads Redevelopment PAC—6:30pm College Ave. Baptist Church, 3rd Floor Mtg. Rm.

## **BOARD OF DIRECTORS**

**Paul Russo**  
President  
EMAD Committee Chair  
Property Owner  
Russo Properties



**Harold Webber**  
Vice President  
Property Owner  
Webber Properties

**Jerri Erb**  
Vice President  
Charco Construction

**Rhuan Rogerio**  
Treasurer  
Wells Fargo Bank.

**John Mireles**  
Secretary  
Property Owner  
Ventana Photography

**Kenny Casciato**  
Effin's Pub Co-Owner

**Teri Featheringill**  
Featheringill Mortuary

**Lynn Hudak**  
Lynn Hudak, DDS

**Victor Krauss**  
Property Owner  
Better Life Chiropractic

**John Lyon**  
Property Owner  
Best Western Lamplighter Inn

**Lynn Owens**  
Owens Chiropractic

**Lillian Palmer**  
Marketing & Parade Committees, Chair  
Property Owner

**Bruce Robertson**  
Property Owner  
College Avenue Baptist Church

**Mat Shaffer**  
Pita Pit Co-Owner

**Arkan Somo**  
Property Owner  
College Arco

**Mike Trunzo**  
Property Owner  
Blessed Sacrament Parish School

## **Pita Pit Under New Ownership**

**5131 College Ave.** Within a matter of weeks, Mat Shaffer uprooted his life in Florida to move to San Diego to take ownership of the Pita Pit on College Ave.

Pita Pit was founded on the idea that people want an exciting alternative to fast food restaurants—a place with great tasting food that's healthy, fresh, and still served fast.

Pita Pit caters to the health-conscious consumer vowing to fill their light and tasty Lebanese-style pitas with only the good stuff: Leaner, savory grilled meats, flavorful cheeses, a large choice of fresh veggies, exotic toppings, and signature sauces.

Mat spent years as an Attorney sitting behind a desk and, just like a Pita Pit pita, the opportunity to run his own business was an “exciting alternative”. Seeing how well Pita Pit was received in Florida, Mat and Ed Espinoza, his business partner, thought it would do even better in San Diego. The Pita Pit at College Ave was

previously operated as a Pita Pit so Mat and Ed were simply taking over the establishment.

Mat and Ed have a great desire to get involved in the community and to be a place resident's and students want to dine. The restaurant is designed to provide a casual and fun atmosphere for those who dine in or on the go. They have revamped the restaurant by renovating, and retraining/hiring new employees in an effort to reconnect with the community.

Currently, Pita Pit is gearing up for SDSU students to return for the Fall semester. Mat and Ed are working on being apart of the SDSU Meal Plan. The Meal Plan allows students to have access to restaurants on campus. The Starbuck's located on College Ave. is the only participating business off campus. Pita Pit is seeking resources to get involved.

To view the menu visit: [www.pitapitusa.com](http://www.pitapitusa.com) or contact the store location at (619) 265-7482.

## **New Location for GR Catering**

GR Catering/ Gourmet Rotisserie Catering previously located at, 6502 El Cajon Blvd., has moved to **4632 College Avenue.**

The catering company offers full service catering and event planning services, from food to décor and everything in between.



GR Catering has been catering events in San Diego for over 15 years and has served thousands of companies and private events. GR Catering's commitment is to help clients create the perfect event.

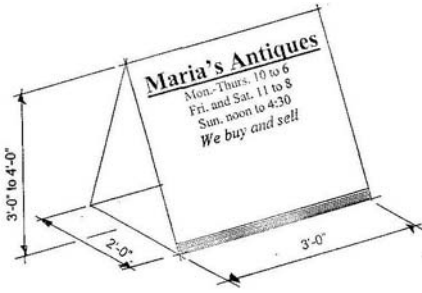
They offer a great selection of menus for weddings, cocktail parties, bridal showers, luncheons, dinner parties, corporate events and holidays, to name a few. Styles of menus include: rotisserie, all American, Mexican, luau, Italian, breakfast, lunch, dinner and more.

To reference menu options and services visit: [www.grcatering.com](http://www.grcatering.com) or call: (619) 450-3248.

**LEFT: New location on College Ave.**



# Public Right of Way Program (PROW)



The City of San Diego regulates signs on private property and in the public right-of-way. Under current City of San Diego Municipal Code it is unlawful for any person to place, or allow to remain, any goods, wares, baggage, personal property or merchandise on any sidewalk or curb between the outer edge of the sidewalk or curb and the property line. Signs, including A-frames, portables and temporaries, are not permitted on private property or within the public right-of-way. The public right-of-way includes the parkway and sidewalk area, which is measured from the curb to property line or building.

In 2006, the City Council granted special permitting privileges to the College Area Business Improvement District (BID) and other BID's in the City to maintain a program called PROW (Public Right of Way) Enhancement Program which would allow BID's to issue permits at a very low cost so that the businesses could display such items.

The program was established with the purpose to optimize the growth and income of retail businesses and restaurants by allowing and encouraging the use of portions of the public right-of-way, which in previous to the program was not allowed. The Program promotes an environment

that encourages pedestrian traffic. It also encourages beautification of the streetscape with landscaping placed in planter boxes and pots, etc. Merchants with ground-level storefronts are able to use the sidewalks in front of their businesses to place A-frame signs, limited display's of merchandise, and outdoor cafés without railings. Note: Only those businesses fronting on the public right-of-way and located on the first floor may participate in the program.

The Public Right of Way Enhancement/Use Program (PROW) was designed to provide a lively experience for pedestrians and diners and give merchants more leeway to expand their businesses and enhance their income. The program's three areas of endeavor are: freestanding signs, outdoor display areas, and outdoor dining areas.

By enrolling in the PROW program a business owner will be allowed to locate these items in the public right-of-way provided he or she obtains approval of their BID association and then conforms to the requirements of the program. It is not the intent of the PROW Enhancement/ Use Program to set aside existing or future City, State, or Federal regulations regarding public health, safety and accessibility in the public right-of-way.

Currently, a Code Enforcement Representative is proactively enforcing citations for signage that are not in compliance with the City's sign ordinance and/or PROW. The College Area BID recommends that businesses permit freestanding signs, outdoor display areas, and outdoor

dining areas to avoid any Code Compliance citations, this can be done through the College Area BID.

Another possible Code Compliance issue is that under current City of San Diego Municipal Code permitting for temporary secondary signs in commercial and industrial zones is not available; this includes banners, pennants, flags, and streamers. Although the PROW program permits freestanding signs, outdoor display areas, and outdoor dining areas it does not permit for banners, pennants, flags, and streamers due to the City's sign ordinance. It is the BID's recommendation that businesses remove any secondary signs to avoid violation charges.

We at the College Area Business District do not want Code Compliance to issue a citation to your business/property. We recommend that you remove the temporary secondary signs completely and permit A-frame signs. To review the PROW requirements visit the City Ordinance site at: [www.sandiego.gov/development-services/pdf/prowordinance.pdf](http://www.sandiego.gov/development-services/pdf/prowordinance.pdf).

If you have questions about temporary signage, or want to learn how your business can be benefited by the PROW program, we recommend you join us at one of the following Free Workshops at the BID office:

- Thurs., August 12th, 8:30am
- Thurs., September 9th, 8:30am
- Thurs., September 23rd, 8:30am

Call (619) 582-1093 to reserve a seat. Space is limited.

## California Kebab (Continued from Page 2)

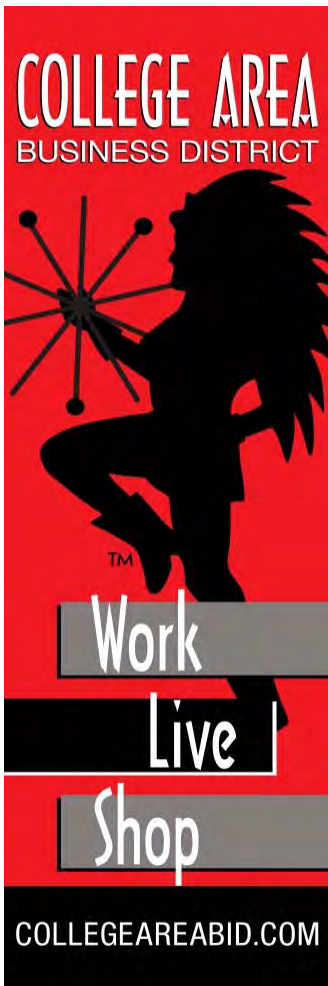
They believe their concept is unique among College Area's offerings, and would attract those looking for something fresh, healthy, and different. Be it their authentic Turkish döner kebab, one of their distinctive

salads, or a savory skewer plate, you will sure enjoy California Kebabs food.

Visit [www.cali-kebab.com](http://www.cali-kebab.com) to view the menu or place orders online, or call (619) 582-5222.



## COLLEGE AREA BUSINESS IMPROVEMENT DISTRICT



P.O. Box 151176  
San Diego, CA 92175-1176

### ADVERTISING WORKS



College Area Business District members  
Receive a 10% discount with the Mission Times Courier  
Newspaper when advertising for 6 or 12 months.  
**ANY SIZE AD!**

Reach over 23,500 homes and over 2000 businesses  
every month in your own back yard.

Increase your business by reaching more people.

To get a quote or reserve space call Lionel at:

**(619) 283-9747 ext. 128**

Be sure to mention you are a member of the  
College Area Business District and get your discount.

The **Mission Times Courier** is a monthly community newspaper that has been publishing since 1995 serving the San Diego communities of Allied Gardens, College Area, Grantville, Del Cerro, San Carlos, Rolando and northern La Mesa.

## Mission Times Courier Partners with College Area Business District

Now publisher, and former District 7 Councilmember, Jim Madaffer wants to partner with the College Area Business District to promote the local businesses and the area. This collaboration means a direct benefit available only to College Area businesses! Beginning August 2010, the newspaper will feature a page dedicated to the College Area and highlighting local businesses, events, coupons, advertisements, and community news.

***College Area Business District members receive a 10% discount with the Mission Times Courier when purchasing an ad for a 6x or 12x schedule!***

To get a quote on ads contact Lionel Talaro (619) 283-9747 x128. Be sure to mention that you are a member of the College Area Business District!

Promote your College Area business to residents in Allied Gardens, Del Cerro, Grantville, Northern La Mesa, and San Carlos as well as around the College Area, El Cerrito and Rolando neighborhoods.

A list of local businesses that carry the Mission Times Courier is available on the College Area Business District website:

[WWW.COLLEGEAREABID.COM](http://WWW.COLLEGEAREABID.COM)